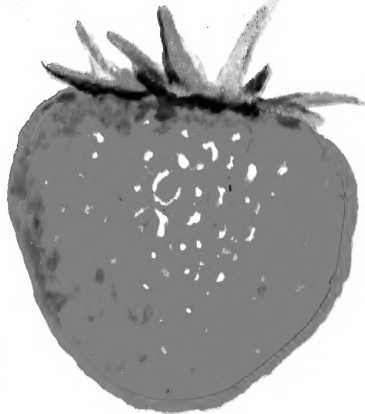
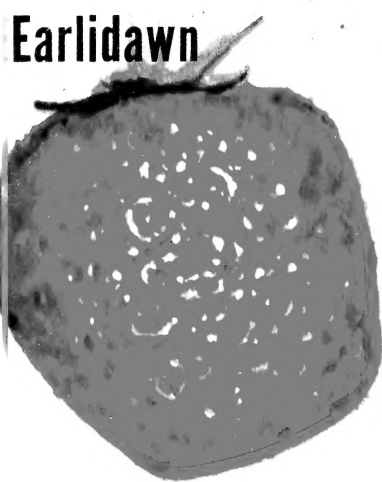


## Historic, archived document

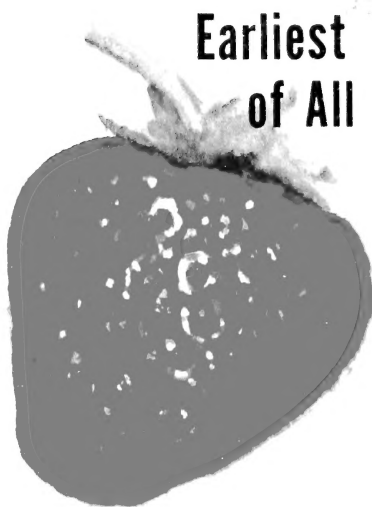
Do not assume content reflects current  
scientific knowledge, policies, or practices.



Earlildawn



Earliest  
of All



# Allen's

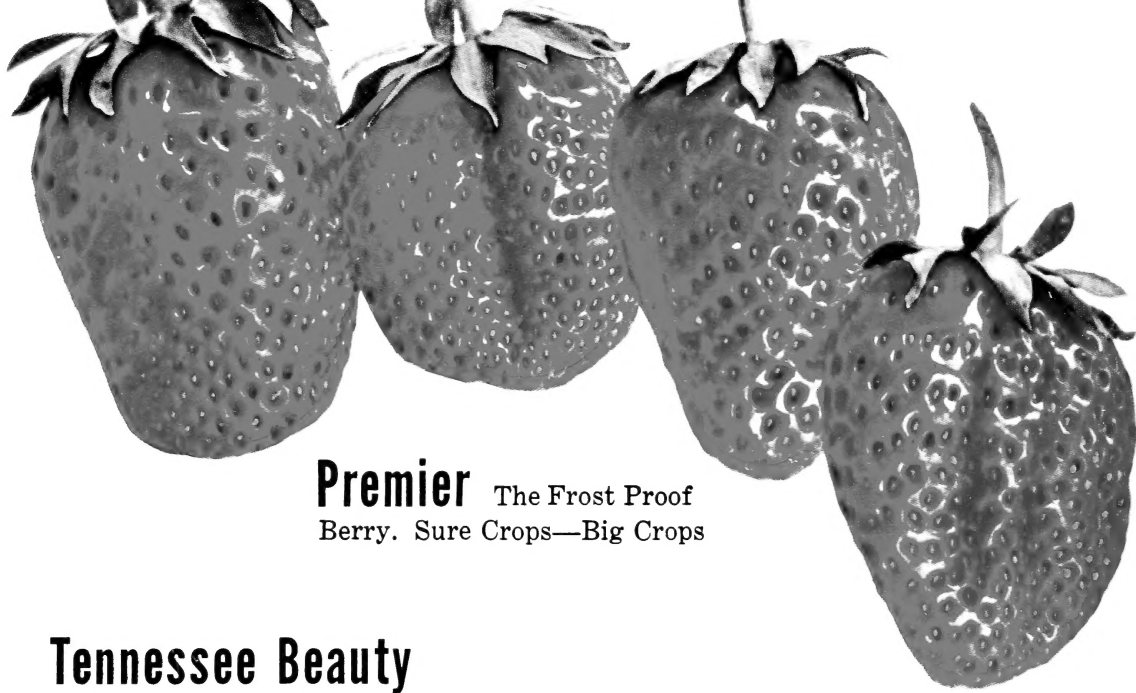
*Book  
of Berries*

**1957**

Catskill

KING  
of the  
MIDSEASON  
KINDS





**Premier** The Frost Proof  
Berry. Sure Crops—Big Crops

## Tennessee Beauty

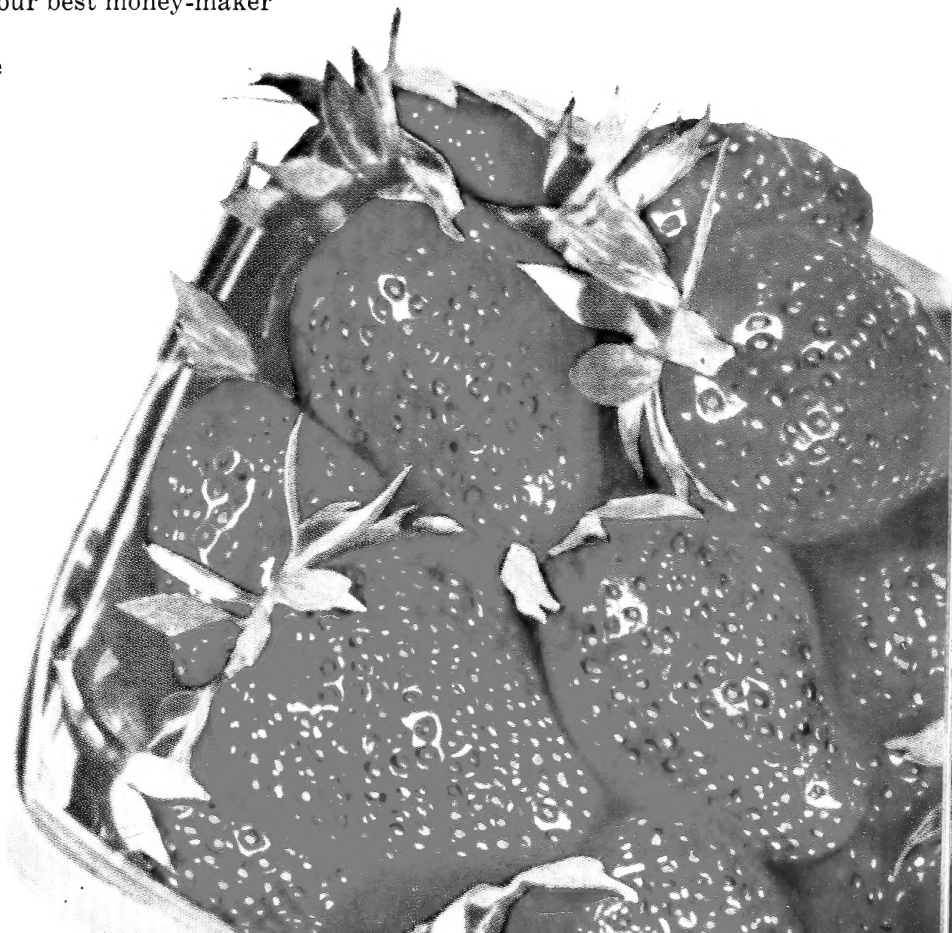
For years our best money-maker

Pretty

Productive

Processor

Profitable







"These plants have had everything they need.

They have everything you need in plants."

## THE PLANT SITUATION — 1957

For the fourth straight year strawberry plants from virus free sources have proved **outstanding**. Starting with a few varieties in 1953 we now have virus free stock plants of nearly all varieties. In spite of a rather unfavorable growing season our plant beds are beautiful. No grower, large or small, can afford to overlook these superior virus free planting stocks.

**Supplies** of most varieties will be adequate—only a few varieties are less than probable demand.

**Prices** are about the same as last year with only a few minor increases. This holding of the price line is possible despite skyrocketing cost of the extra things now required of growers cooperating with the U.S.D.A.—things like double soil fumigation, heat treatment of planting stock, dusting every two weeks, isolation from ordinary stock, etc. Prices can be held because these practices give supe-

rior plants of tremendous vigor which yield more fine plants as well as more fancy fruit per acre.

**New Varieties** should be noted. Earldawn, Redglow and Surecrop from the U.S.D.A., Jerseybelle (formerly 7A) from New Jersey. Read the descriptions. You'll find them all worth trying.

**Other Variety Comments.** Pocahontas' popularity continues to climb. Empire is gaining. Blakemore and Premier are slipping. Catskill, Sparkle and Tennessee Beauty, for their respective areas, are the top-notchers. Midland and Redstar, those wonderful formerly hard to grow varieties, are now available in quantity. They are superb. Dixieland and Erie highly favored in certain areas; Superfection, the best of the everbearers, is even better with the sawdust mulch spaced plant system.

Your orders, as always, will be appreciated.

**ALLEN'S PLANTS, standard of the industry for 72 years, are still your best bet for big crops of better berries.**

# PICKING THE WINNERS

## *A Bird's eye View of the Best*

*Early*

**PREMIER**

The safe early strawberry. Frost Proof. Has never missed a crop. Very productive, profitable in all the northern states. After 42 years still the most widely planted strawberry in the north, but Catskill, Sparkle and Empire now compete strongly.

**EMPIRE**

A new one from New York, making a fine record in Premier territory. Empire excels Premier in size, quality, firmness and beauty; equal in vigor and productiveness.

**FAIRFAX**

The top quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted, north and middle south. Where quality tells Fairfax sells!

**BLAKEMORE**

A great shipping berry for the southern and lower middle states. Most widely grown of all varieties. Light, tart, firm and attractive. Experts predict **DIXIELAND** will largely replace Blakemore. Dixieland berries larger than Blakemore, equal for shipping and processing.

**MIDLAND**

Plants from virus free stocks are now available, and they grow! For vigor, size, quality, productiveness it is close to the best. Very Early.

*Midseason*

**CATSKILL**

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive, excellent for freezing. Virus free plants now available regain original Catskill vitality and productiveness. Adapted from Canada south to Missouri and North Carolina. Best mid-season berry—it's safe.

**POCAHONTAS**

Strongest grower on our list—healthy too. Berries light, large, firm, tart, attractive and oh so many! In two years Pocahontas popularity has zoomed in the north as well as the middle states.

*Late*

**TENNESSEE  
BEAUTY**

Usually our most profitable commercial berry. Our favorite of all recent introductions. Excellent for home garden, super-duper for freezing. Adapted middle south to middle north. Our record here: 12,700 quarts per acre.

**ROBINSON**

Berries very large, light, attractive. They bring top prices. Becoming very popular in the northern and upper middle states. Plants easy to grow, very productive. Profitable.

**SPARKLE**

Extra vigorous virus-free plants now available. Red stele resistant. A quality and quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through—popular for freezing.

*Very Late*

**REDSTAR**

The latest real good berry and the best real late berry. Fancy berries at high prices ten days after others have finished.

*Everbearing*

**SUPERFECTION**

World's greatest everbearer. Our first choice of them all because it is easiest to grow and most productive of fall berries. Your best bet for berries this year.



A few short years ago we advertised vigorous, healthy strawberry plants with strong crowns and well developed roots, carefully labelled and packed to reach you in good growing condition. These things are still necessary but they fall far short of the standards now required to produce Allen's Winning Plants.

## ALLEN'S WINNING PLANTS

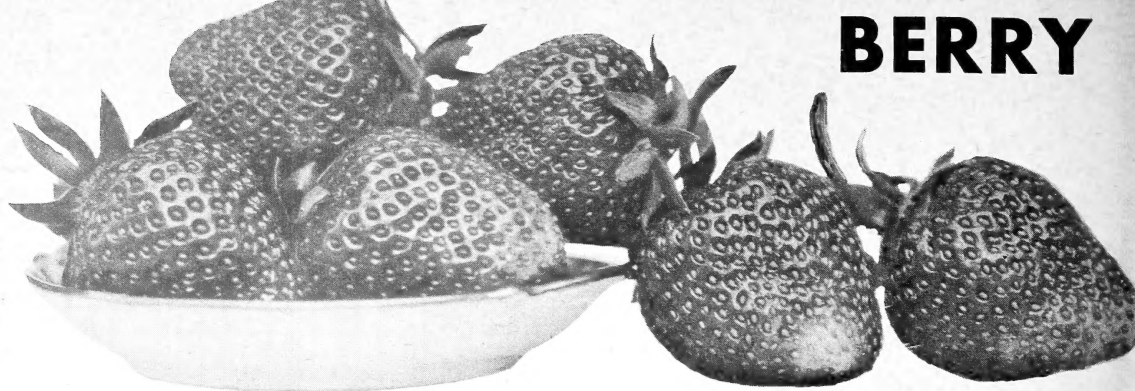
For four straight years, in good seasons and bad, our strawberry plant beds have been outstanding. We give credit to the fact that we have followed the lessons of scientific research, which in the last six years has done more to improve planting stock for the benefit of the average grower than in the previous fifty years. Here are some of the things growers must do if they want to lead the way in producing the best strawberry planting stocks to be had:

1. The use of planting stocks from **virus free sources**.
2. **Twelve to fourteen dustings** to kill the aphid which is the carrier of virus organisms. Virus free stock must be kept virus free.
3. The **isolation of this stock** from varieties where virus free plants are not yet available and from other fields of ordinary plants in the community.
4. Provide a **screen house** from which constantly a basic stock of indexed virus free plants may come.
5. **Heat treatment** of planting stock to kill nematodes, both root knot and meadow nematodes, which have been present and weakened plant growth very much in the past. This treatment consists of complete immersion of the plant in hot water at 127 degrees Fahrenheit for two minutes. This is a dangerous procedure and is not recommended to the berry grower. Your plant man should do it for you.
6. **Double soil fumigation** at a cost of about \$100.00 per acre, to reduce or eliminate nematodes in the soil.
7. The use of **abundant plant food**. We use about 1500 lbs. per acre to keep them growing at their best.
8. A **minor element mixture** is added to the fertilizer to avoid the possibility of any weakness resulting from any minor element deficiency.
9. **Cholorodane** is added to the fertilizer to kill ants, cutworms, grubworms, etc. which might kill or weaken the plants.
10. **Constant inspection** to make sure that planting stock is **free from red stele** and that the soil in which they are to be planted is also clean.

For best results from your own efforts in growing berries we hope you will use planting stock grown under the preceding rigid schedule. **USE ALLEN'S WINNING PLANTS.**

You as a berry grower cannot afford to do all of the above but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from the above program.

# BERRY



A berry garden should be a "must" with every family who has a small plot of ground available—your own or part of a vacant lot next door. Experience is not necessary in growing nice strawberries. Beginners can grow them successfully and profitably.

The beauty, taste and healthfulness of strawberries would rate them as a luxury but actually it need not be so, because they are so easy to grow and can be produced in such a small space.

Strawberries are enjoyed in many ways — fresh from the vines, sugared down, in preserves and jam and in strawberry short cake, that delicious dessert that ranks with apple pie as a national favorite. Frozen berries provide a way to lengthen the all too short berry season and to enjoy that "fresh" flavor the year round. Strawberries are not only a delicious and healthful food but provide an unsurpassed source of vitamin C.

Superb for sharing. What more delightful gift than a quart or two of these sparkling beauties? They'll make and hold friends, even if they envy you a bit.

Whether or not you have a budget problem why spend money on lesser desserts with plenty of luscious berries sparkling on the vines?

## Berries for all.



quart each at each picking." MRS MYRON A. GRANT.

Blue Earth Co., Minn. June 20, 1956. "In 1955 I purchased 400 plants and sold 380 boxes of berries. I gave two crates to my married daughter, put 24 qts. in the freezer, gave our church strawberry social 12 qts. We had several quarts for the table and gave my pickers a

## One quart for each plant.



Jackson Co., Mo. June 16, 1956. "On April 4 last year I ordered your 400 plants assortment of strawberries, consisting of 100 plants each of Premier, Fairfax, Catskill and Tennessee Beauty. We have just finished picking the last of our berries, a total of 401 quarts for the season. That's a quart of berries for each plant, not bad we think." R. D. BRUNSON.

## Pleased but Astounded!



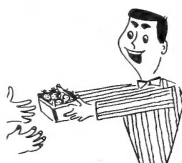
Dupage Co., Ill. Jan 3, 1956. "A year ago last spring we ordered 200 plants of Sparkle. We lost only 1 plant and the remainder made so many runners we couldn't see the original rows. Last spring we picked 600 quarts over a five week period. Needless to say we were not only pleased but astounded." MRS. RUSSELL LANDRETH.

Allen Co., Ind. April 4, 1956. "Am sending an order for only 150 plants this spring. Don't have enough room for any more this year. If I could plant an acre all my plants would come from Allens. Am still having fun growing big berries." WILLIAM R. KRINN.




Young and old like berries. Berger Co., N. J. May 6, 1956. "The Catskills I got from you last season were the nicest plants I ever saw, and I've seen strawberries for about 70 years. My mother used to take me in the patch in the baby carriage." J. KEYSER.

## Berries to share with friends.



Hampshire Co., Mass. March 11, 1956. "A couple of years ago we bought plants from your company and they are by far the best plants we ever had or have seen. We don't sell our berries but give them to friends and take baskets to folks who know who are ill and the oh's and ah's would please you no end. This makes us happy to give strawberries in June as we give Christmas presents in December. Some day I hope to have a freezer so that strawberry giving can be a year round of happiness." MRS. JOSEPH E. FOX.



You may not have acres  
of diamonds in your back  
yard but you can have rows  
of red gold there with a straw-  
berry garden.

# GARDENS

As a universal extra money crop strawberries rank near the top. They can be grown successfully in every state. Fine strawberries are easy to sell. Their delightful flavor, beauty and usefulness appeal to all. Producing them is light, healthful work, ideal for old or retired folks, for young people to provide them with useful and profitable work, for part-time jobs to supplement regular income, for the woman of the house for "pin money," for farmers with small acreage who need a high income per acre crop.



## Read all about it— Big Money from little space.

Richmond Co., N. Y. Feb. 21, 1956.  
"Bought 225 plants from you in the  
spring of 1954, and they were all  
fine healthy plants. Lost only one.  
Last spring we picked over 400 quarts, and we  
sold them for 50¢ a quart. Am sending an order for  
225 more plants this spring." JOHN STERLING.

Summit Co., Ohio. Jan. 23, 1956. "I picked better  
than 800 quarts of the nicest berries that my friends  
or I have ever seen from the 300 Catskill plants I  
received from your company. I am enclosing my  
order for plants again this year. Thank you."  
SHIRLEY CRUM.

Stark Co., Ohio. Jan. 21, 1956. "We have been  
sticking to Allen's Catskills for several years and  
although we only raise a few we would like to put  
in our two cents worth. This last summer we think  
we made some kind of a record. We ordered 200  
plants but had room on our plot for only 160, so we  
gave 40 plants to a neighbor. On our 160 plants  
we picked 405 quarts and then went on a vacation  
trip. The people who took care of our plants while  
we were gone picked 50 additional quarts." E. L.  
PRICE.

Medina Co., Ohio. Feb. 13, 1956. "I certainly have  
enjoyed much satisfaction and profit from your  
plants over a period of the past ten years. Last  
year we picked about 1100 quarts from 500 of your  
virus free Catskill plants. We sold \$530.00 worth,  
and all I had invested in actual money was \$10.00  
for plants plus about two gallons of gas for the

garden tractor, plus the cost of the boxes. This,  
along with the satisfaction and enjoyment of rais-  
ing really nice strawberries, adds up to a very en-  
joyable hobby." HERBERT W. STONE.

Northumberland Co., Va. July 2, 1956. "The plants  
you sent me in 1954 (Catskill and Tenn. Beauty)  
were simply wonderful the past season and the 80  
quarts I gave to friends brought me fine compli-  
ments. Expect to get in the berry business in a big  
way after I am positive of the best berry for quality  
and market. At present the Catskill you sent me  
appear to be far ahead." JOSEPH H. WILLIAMS.

Henrico Co., Va. Jan 11, 1956. "The 75 plants I  
bought from you in the spring of 1954 were fine and  
I sold \$68.50 worth and gave away and ate  
several quarts. I cannot recommend your plants  
too highly." CHAS. W. WRIGHT.

## Outstanding yield.

Bergen Co., N. J. March 8, 1956. "Two years ago  
I planted 300 Sparkle and picked 450 quarts from  
them last year. They were good!" ADRIAN  
LAARWE.







"Berries like these always sell well."

# STRAWBERRIES AND MONEY

Golden opportunities still exist in the production of fine strawberries. It is true that total production in the country is increasing. This makes it increasingly necessary to do those things which enable you to grow big yields of fine berries and to market them to the best advantage. Our "Common Sense Methods" (pages 24 to 27) may help you with the growing. Our variety descriptions state honestly what the different varieties are like and where they are best adapted. Where so much return per acre is possible and expected it is just good management to use some of your best land for strawberries.

A study of market quotations emphasizes the difference in price between good berries and poor berries. We quote below prices received on a New York wholesale market from April 30, to July 13, 1956, covering shipments of berries from North Carolina to New York and Massachusetts. This table reveals (1) Good berries sold from 15¢ to 65¢ per quart **more** than others all season; (2) Good berries sold well all season wherever they came from; (3) Good berries sold high enough to yield a good profit all season. **Good** berries will make you money!

## 1956 Prices. New York Wholesale Produce Markets

Date	Highest	Lowest	Difference
April 30	.60	.40	.20
May 4	.75	.50	.25
May 10	.75	.40	.35
May 16	.50	.30	.20
May 23	.60	.25	.35
May 31	.50	.15	.35
June 6	.70	.20	.50
June 13	.65	.10	.55
June 21	.60	.20	.40
June 29	.60	.20	.40
July 5	.50	.20	.30
July 1	.60	.25	.35

## When Planning

When planning your season's crops and work remember strawberries ripen earlier in the year than any other fruit crop and they bear quicker after planting than any other fruit crop.

## Caution

Don't plant too many! One acre or less well cared for and suited to your market might well make you more money than two or three acres poorly cared for and poorly marketed. Profits do not automatically increase as acreage increases.

## \$700.00 from 500 Plants.

Summit Co., Ohio. Jan. 24, 1956. "Our strawberry crop in 1955 was our best yet. We picked berries through the whole month of June, and just enough rain to make ideal conditions. Our plants were one foot high and beautiful foliage. We had 500 plants and we picked 1400 quarts. Our average was 50¢ a quart. Your plants are a great success. Catskill, they are IT." CHARLES E. OVERHOLTZER.

## Big yield for big profit.

Dickenson Co., Va. April 5, 1956. "We set 2,000 Allen's strawberry plants in the spring of 1954 and in the spring of 1955 we picked over 3200 qts. of nice delicious berries." JOHN S. KENDRICK.



Beds of Virus Free

Premier Plants for 1957 orders.

# PREMIER

## *The Frost Proof Berry*

For many years Premier has been the most popular and widely planted variety in all the northern and northeastern states. Premier was introduced in 1915 and very quickly took the lead. The immense popularity of Premier is due to its ability to produce SURE CROPS AND BIG CROPS. Until very recently nearly all of the records for high yields and high profits in its area were made by Premier. Today Premier's leadership is being challenged by Catskill, Empire, Sparkle and Robinson with several other new varieties coming along.

The best territory for Premier extends from the high altitudes in Tennessee and North Carolina all the way to Canada. However, it is admitted that Premier berries grown in the southern and middle states are not generally as desirable as those grown farther north.

Premier berries are very attractive in appearance and are popular in most northern markets. While not the best looking nor the highest priced, Premier berries sell well and the volume assures a profit. Premier berries have been favorably accepted by the processors. The quality is good, not as high as Fairfax, Empire and Sparkle but better than Robinson and Blakemore.

No variety has healthier foliage. Premier is almost completely free from foliage troubles. This was true even after virus and other factors weakened most Premier stocks so that it was difficult to get a good fruiting bed. Vigorous strains of regular Premier which do make a good fruiting bed are still available. However, a large percentage of Premier plants now offered for sale are from the vigorous new virus free Premier stocks. These look slightly different from the regular Premier. Foliage is more vigorous and upstanding and runner production is greater. Berries from the virus free plants are identical in size and shape but are somewhat lighter in color—possibly also less firm than regular Premier.

Premier is an early berry, primarily noted for sure cropping and heavy production.

Because some of the larger growers have expressed a preference for regular Premier we still have some of them. However, our present stock is mostly grown from the extra vigorous virus free sources. Your Premier orders will be filled from this stock unless you specify on your order sheet that you prefer regular Premier. Price list page 32.

### **2900 quarts from 2000 Premier**

Wythe Co., Va. March 26, 1956. "Thought you might be interested to know that I picked 2900 quarts of berries last spring from the 2000 Premier plants I ordered from you and set out in April of 1954." ARGLE JOHNSON.

### **505 quarts from 350 Premier**

Middlesex Co., Mass. March 14, 1956. "In 1954 I bought 350 Premier. I picked 505 quarts and could guarantee every one." CAROLINE EHLERT.

## **HOWARD 17**

Premier is also sold as Howard 17, which was the original name. The varieties are identical in every respect. It is a "pippin" no matter which name you use. Price list page 32.

### **Heaviest crop in 20 years.**

Grafton Co., N. H. July 25, 1956. "Your 1955 Howard 17 are giving us a tremendous crop, without a doubt the heaviest that I have ever grown in 20 years or so." STEPHEN L. UNDERHILL.

# EARLIDAWN *A new variety just released by the U. S. D. A.*

Earlidawn is a cross of Midland x Tennessee Shipper. First selected in 1947, it has behaved well, yielded year after year very early crops of nice berries.

**Earlidawn berries ripen very early, about five days earlier than either Blakemore or Premier.** They are quite firm with a tough skin, the seeds being slightly sunken. The color of the berries is a vivid red, only slightly darker than Blakemore, the light color persists well on holding. The berries are fairly uniform in shape and their flavor is tart and good. In tests for the frozen package trade Earlidawn has rated high for color, texture and flavor.

Earlidawn has been tested from Pennsylvania to North Carolina and westward to Indiana. Tests in Maryland and New Jersey have been very favorable and outstanding at Worcester, Ohio. An unusual feature of Earlidawn is its ability to produce so large a part of its crop so quickly. In 1955 at Beltsville, Md. 58% of the large total crop of Earlidawn was harvested in the first week compared with 22% Blakemore and 45% for Midland.

Earlidawn makes a large plant but is not prolific in runner production. It is a heavy producer. A yield at the rate of 9640 quarts per acre was noted at Beltsville in 1955. While it has many fine qualities the outstanding thing about Earlidawn is its earliness. Four or five days start in marketing could sometimes mean the difference between just a profit and a big profit. Well worth trying. Price list page 32.



**Finest berry-flavor money can buy.**

## FAIRFAX

*First for Fine Flavor*

*The Garden Berry Deluxe*

Availability of Fairfax plants from virus free sources has caused a revival of interest in this fine variety, long noted as the best of all in quality. Fairfax has always had a beautiful, healthy foliage but before virus free stock became available it had been having some trouble in producing a good fruiting row. The foliage is beautiful and probably as popular as any variety in ornamental plantings where beauty of foliage as well as fruit is a factor. As stated above, the berries are just super-duper in quality. It is in fact the garden berry deluxe. On account of its size, beauty and quality Fairfax is outstanding as a roadside market berry. Wherever consumer can buy strawberries by variety name Fairfax is a favorite. Few can forget the taste treat which Fairfax provides. The berries average large in size, many of the first berries being fan shaped, with the later ones round and sometimes somewhat pointed. The berries are quite firm, being just as solid as Blakemore. When they first ripen Fairfax berries have a bright red



color which darkens on holding, becoming almost purple before decay starts. Fairfax berries should be picked closely, especially in commercial fields. If picking is neglected the bright early berries, mixed with the dark berries which have been ripe for several days present a somewhat mottled appearance, which is not favored on wholesale markets. In retail markets the dark red color of Fairfax has become associated with unequalled flavor. Consumers buy Fairfax and come back for more of those wonderful dark red berries.

Fairfax is a moderately heavy producer, just under Premier, Catskill and Sparkle, but yields of 8,000 quarts per acre are not uncommon under good conditions.

Fairfax is well adapted from the latitude of Virginia north. Every garden or small planting in that area should include this delectable treat—FAIRFAX. Price list page 32.

## MIDLAND

**Beauty, size, color, quality, productive-ness, firmness, freezing! Midland has everything** and you should have Midland. We firmly believe that the virus free stocks now available will restore Midland to its former prominence as one of the best of all early berries. Ripening with Premier and Blakemore it is just as productive as either and the berries average larger in size. Compared with Catskill, Midland is equally productive and the berries are almost as large in average size. In quality Midland berries are near the top. Many consider them the equal of Fairfax and Fairpeake—not quite as sweet but with just as much appealing flavor—much better than either Premier or Blakemore; fully as good as Sparkle. Midland has also been re-named and sold as Crimson Flash.

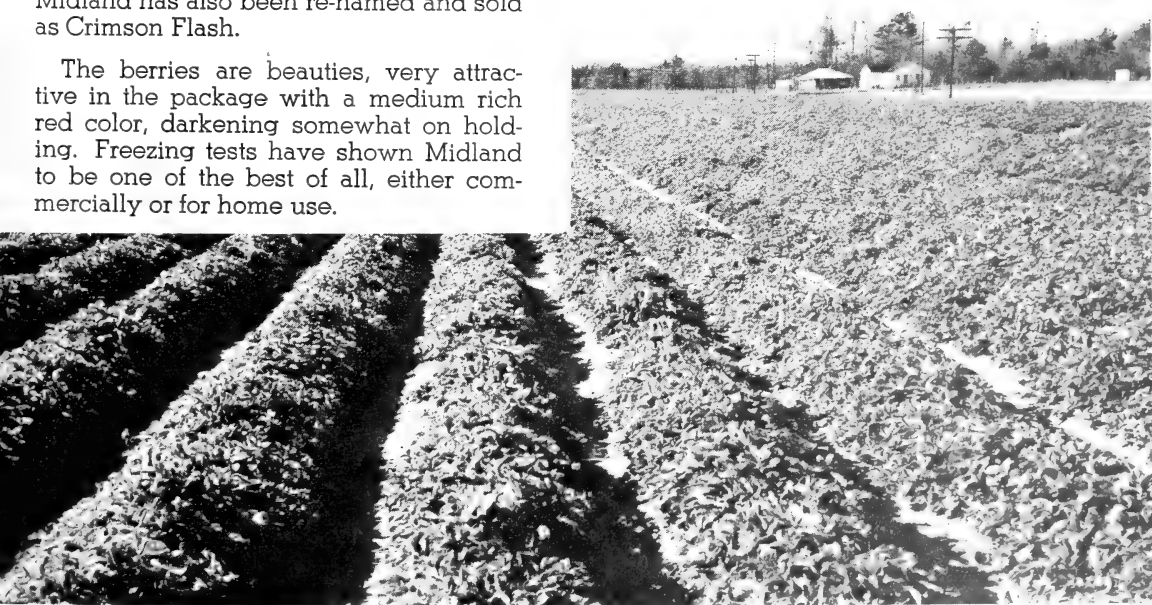
The berries are beauties, very attractive in the package with a medium rich red color, darkening somewhat on holding. Freezing tests have shown Midland to be one of the best of all, either commercially or for home use.

We have substituted Midland for Premier in our Middle States Gardens Collections because Midland is a better berry in every way except possibly its ability to resist severe frosts.

For many years we have had to limit sales of this wonderful variety because we hesitated to recommend something which generally would not make a satisfactory fruiting row. With the Midland plants we have this year you can depend on getting a good fruiting row under normal conditions and the results in fruit crop will amaze you. Price list page 32.

**Midland for 1957**

**Beautiful beds of a wonderful berry.**





Size, beauty, productiveness, Empire has them all.

# EMPIRE

*A real Star, It Outshines Premier in many ways.*

Empire is one of the finest medium early berries northern growers have ever had. Empire (Dresden x Sparkle) was originated by Dr. George L. Slate at the New York Experiment Station. The best way to fully describe Empire is to compare it with Premier, long the leader of all northern varieties.

Premier is early, Empire medium early, about four days after Premier. Both are northern varieties—Premier the champion, Empire the strong challenger.

**Quality:** Empire is much better than Premier.

**Size.** Empire berries average larger than Premier.

**Appearance:** Empire berries are much more attractive than Premier and will bring higher prices on any market where quality and appearance are important. (See inside back cover.)

**Firmness:** Empire berries are firmer than Premier with a tougher skin which makes them hold and ship better. Neither is as firm as Blakemore or Tennessee Beauty.

**Growth:** Even though indexed virus-free Empire stocks will not be available until 1958 our Empire has made truly wonderful beds—superior to our best virus free Premier. (See picture.)

**Productiveness:** Empire is about equal to Premier. If all the small late berries are included Premier may yield a few more. Empire has more big berries.

**Processor:** Neither Premier nor Empire are outstanding as processing berries. Both are acceptable.

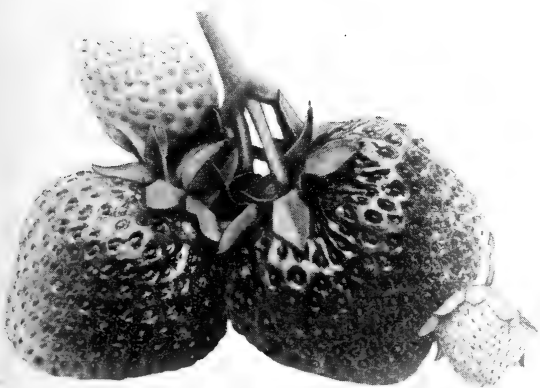
**Frost Resistance:** Premier has a proven record of over 40 years. Empire has been a consistent bearer since its introduction in 1950. Grower reaction to Empire has ranged from good to enthusiastic. Fine reports about its growth, yield, size, beauty and quality have come from most of the middle and northern states. In this area Empire is a winner. You will like it. Price list page 32.

**MISSIONARY** For many years Missionary has been the leading berry in Florida and popular in other southern states. In Florida it is now sharing honors with the new Florida 90. Missionary will do well on almost all soils, but will do better than most on lighter soil types. The berries ripen early, are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" men. Virus free stocks now used are emphasizing the good qualities of Missionary. Price list page 32.

**KLONDYKE** A solid southern shipping berry which until Blakemore appeared was grown on more acres than any other variety. Still widely grown, but has been replaced in many sections by Blakemore and Klommore. Berries are firm, light, ripen evenly, good for processing. We have no special selling talk on Klondyke but for those who know it and like it we have some strong, vigorous, robust plants grown from virus free stocks. Perhaps with this stock you can grow Klondyke profitably as was done in the "good old days." Price list page 32.

**FLORIDA 90** A fine new strawberry, originated by Dr. A. N. Brooks in Florida, and grown almost exclusively in that state. Florida 90 is more productive and produces larger, juicier berries than Missionary. The berries are red all the way through. Florida 90 has already taken over half the strawberry acreage in Florida and this percentage is expected to increase. Florida 90 berries are large, long and pointed. They ship very well and have been very well received on northern markets. As with Missionary, all our Florida 90 are grown from virus free plants. Both varieties are showing the tremendous vigor which has come to be associated with freedom from virus. Price list page 32.

## DORSETT



Dorsett is a high quality berry which has many good points and a few bad ones. Dorsett ranks about with Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax and Fairpeake. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help

overcome these things, avoid frosty sites, don't over-fertilize the row making it too dense, and don't let the plants become too thick in the row.

For several years most stocks of Dorsett were weakened in plant growth by a virus disease. Certified virus free plants of Dorsett are not yet available but our present stock is either free from virus or highly resistant to it. For the past several years we have grown beautiful Dorsett beds. At its best Dorsett is one of the most productive and profitable of all varieties. Those who can grow it at its best will find it hard to beat. Price list page 32.

## TENNESSEE SHIPPER

*The firmest berries we have ever seen*

Tennessee Shipper is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment station. It is a very vigorous grower, making larger, stronger individual plants than Blakemore but usually not quite as many. This year Tennessee Shipper has again been marvelous both in number of plants made and vigor of plant growth.

The plants are very productive. The berries ripen early, about with Blakemore, and are the firmest of any variety we know. They are so firm that picking may be neglected for several days at a time and still be picked and shipped to market with practically no loss. This is important in these days of labor shortage. Tennessee Shipper berries are excellent for freezing. They are rather tart in quality and in dry seasons tend to run down in size, except on very springy land. All our Tennessee Shipper plants again this year were grown from virus free stock sources which may account for the outstanding vigor mentioned above. Tennessee Shipper is primarily a southern shipping berry. Price list page 32.

## SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardness of the Dunlap plant makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have lots of good Dunlap plants. Price list page 32.

## KLONMORE High Quality Shipping Berry for the Deep South.

Klonmore is a cross of Klondyke x Blakemore. In vigor of plant growth it equals either of its free growing parents. In productiveness Klonmore is better than Klondyke, probably nearly equal to Blakemore. Klonmore berries are about equal in size to either Blakemore or Klondyke but are far better in quality than either of them. In fact Klonmore is the only high quality long distance shipping berry that the south has ever had. Klonmore territory is more limited, being grown successfully in coastal areas of the gulf states and the Atlantic Coast states and as far north as South Carolina. We have this year a very fine stock of virus free Klonmore plants. Price list page 32.



**Blakemore, early, solid, productive.**

**A great shipping berry.**

# **BLAKEMORE**

## *The Great Southern Shipping Berry*

Blakemore responds wonderfully to good conditions and good care but with good stock it will stand more abuse and neglect in growing, picking and shipping than any other variety known and still make money for the grower. This may partly account for the fact that more acres of Blakemore are grown than any other variety in the world. It is the best early shipping berry the southern states have ever had, and probably the best money maker, with Dixieland now moving in. Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended farther north.

The great popularity and wide acceptance of Blakemore over the southern and lower middle states was due to performance alone. In some areas it revived a lagging berry industry. Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions. The berries are very firm, ideal for long distance shipping. Berries ripen uniformly, and have a bright, attractive color which they retain even after they get quite ripe. Small berries of Blakemore are more generally accepted and bring a better price than small berries of any other variety we have ever handled. Blakemore berries run medium to large in size when the plants are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Blakemore is the earliest real good variety for commercial shippers and is very popular also with processors, either freezing or canning. At times they will take no other variety. The fact that the berries are quite tart as well as very firm may partly explain this demand. As fresh fruit Blakemore must have sugar added to be real good.

All our Blakemore plants are grown from virus free sources which have shown tremendous vigor and vitality from the start. Not only that, but we have never seen any Blakemore yellowing in this stock. Growers in sections where Blakemore is not as good as it used to be, in fact all Blakemore growers everywhere, should get this virus free stock to make more money from Blakemore. Price list page 32.

# DIXIELAND

## It's Better than Blakemore

Although Pocahontas is making a faster start we believe Dixieland is destined to largely replace Blakemore in the southern and middle states. Dixieland is a cross of Tennessee Shipper x Midland.

The best way to describe Dixieland is to compare it with the long popular Blakemore.

**Vigor:** Both varieties make a wonderful plant growth, Dixieland making few plants but larger, stronger ones.

**Season:** Both varieties ripen very early.

**Productiveness:** In most tests to date Dixieland has outyielded Blakemore by a wide margin.

**Shipping:** Both varieties are quite firm. If there is any difference Dixieland is slightly firmer than Blakemore for berries of equal size.

**Color:** Both varieties are an attractive light red, Dixieland being very slightly darker than Blakemore.

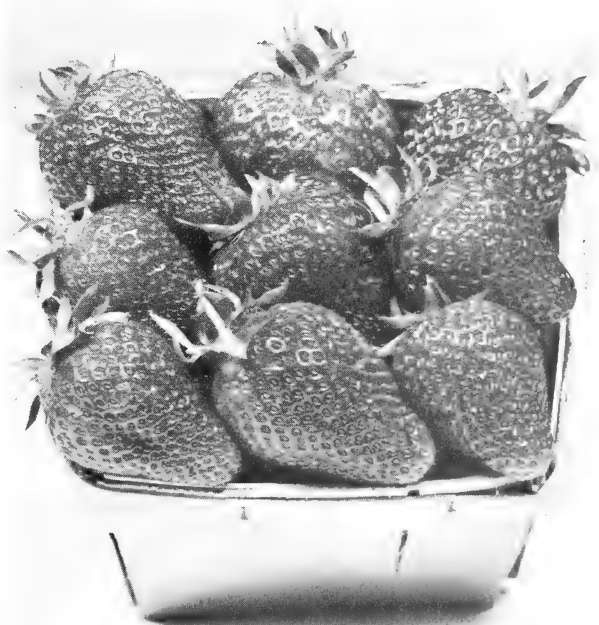
**Quality:** The varieties are equally good in quality, both being somewhat tart.

**Size:** Dixieland berries are definitely larger than the Blakemore, and have sold well ahead of Blakemore on different markets.

**Virus free:** Our plants of both varieties are grown from virus free stocks.

**Processor:** Blakemore has long been a favorite processing berry, but we are fully convinced that once it becomes better known Dixieland will be fully as good if not better for freezing and other processing uses.

We sold out of Dixieland plants in 1956. In 1955 Dixieland produced for us about 8,000 quarts per acre—large beautiful berries. On one occasion, in hot midseason weather, we fell behind in our picking and this Dixieland field went one week without being picked. When we did get to it, an ordinary crowd of pickers picked a tremendous amount of berries from the area and in spite of the ordeal we found no leaky berries. The richness of the color of these one week ripe Dixieland berries met our ideal of what a processor would want. So well is this variety doing generally that some observant growers are taking Dixieland up into Yankeeland. **Why not share in Dixieland's bright future by starting now?** Price list page 32.



Dixieland now invading Yankeeland.

# REDGLOW *The American Beauty*

Redglow, U.S.4194, is a cross of Fairland x Tennessee Shipper, tested by U.S.D.A. from 1948 to 1956 when it was released for introduction.

Redglow ripens second early or early midseason; the berries average large in size and maintain large average size throughout the picking season. The color of the berries is a vivid red, deeper than that of Blakemore. They are glossy and moderately firm—firmer than Fairland and Sparkle but slightly less firm than Stelemaster. Very good for freezing. The first berries are wedge shaped, later ones short, blunt, conic. They are generally uniform in shape, sub-acid and very good in flavor. It is one of the most beautiful varieties we have seen, rivalling Albritton and Empire in attractiveness.

Redglow is a vigorous variety, producing runners freely. Plants are moderately productive. In tests at Beltsville in 1955 Redglow averaged 435 quarts per acre as compared with 420 for Dixieland and 465 for Armore. Redglow has been tested from Pennsylvania to North Carolina, westward to Indiana and Kentucky.

Redglow is resistant to the most common form of red stele. It seems well worthy of trial from any standpoint, particularly for those who like beauty as well as quality in their berries. Price list page 32.

## SPARKLE

*"Plastered with Loads of beautiful, luscious berries."*

**New Jersey:** "450 quarts from 300 Sparkle. They were good!"

**Connecticut:** "Sparkle is the best variety I ever had."

**New York:** "40 quarts from 25 virus free Sparkle plants."

**Ohio:** "97 quarts from 50 virus free Sparkle plants. Wonderful!"

**Illinois:** "We were astounded. 600 quarts from 200 Sparkle plants."

**Michigan:** "Sparkle is a crackerjack."

Sparkle is making a magnificent record in the northern and middle states. The chief reasons for this are vigor and health of plant growth, great productiveness of the plants, the beauty and quality of the berries, which also rate high for freezing and processing.

Taking advantage of the outstanding performance of virus free Sparkle some grower has re-named it Paymaster, but the two are identical. Added to the other fine attributes of Sparkle is its resistance to the most common form of redstele.

Teamed with Stelemaster for early and Surecrop for midseason, Sparkle for late rounds out a trio of very fine varieties for growers whose soils contain the red stele organism.

Sparkle was originated and introduced at the New Jersey Experiment Station. It is adapted primarily for the northern states, however the virus free Sparkle plants have given some very nice crops as far south as Maryland. As indicated above, Sparkle makes plenty of plants and its outstanding characteristic is heavy yielding. The berries are crimson red in color, which extends clear through the berry. They are well liked for processing except for the fact that they are rather hard to cap and are not too satisfactory where capping machines are used.

The name Sparkle fits the berry. They really sparkle when picking time comes along. The first berries are medium to large in size, running down somewhat as the last of the tremendous crop begins to mature.

Along with Catskill and Midland freedom from virus has given a tremendous boost to the performance of Sparkle. You will like them. Price list page 32.



*"They sparkle like the stars they are."*



# STELEMASTER (Fairland x Maryland 683. Tested U.S.D.A. 1950-1954)

## and

# SURECROP (Fairland x Maryland-U.S. 1972. Tested U.S.D.A.-Md, 1951-1956)

These varieties are a boon to berry growers with red stele in their soils; the first varieties with triple resistance to red stele root rot.

## STELEMASTER

### *Early*

Stelemaster is a very fine early variety in addition to its ability to resist all three forms of the red stele disease. A few rows fruited by us in 1956 in a field with virus free Premier showed Stelemaster more vigorous and equally productive. The average size of Stelemaster berries was almost twice that of the Premier and our net return was more than double.

Stelemaster berries ripen about as early as Blakemore. The average size is fairly large. The berries are medium red in color with a glossy surface and are generally uniform and smooth. The flesh is light red, firm, juicy and with a slightly tart flavor. It is not considered especially desirable as a freezing berry.

Stelemaster plants are very vigorous and productive. Stelemaster has not been widely tested, most of the early tests having been confined to Maryland and southern Delaware. However, it has been so good in those areas that it is largely responsible for putting back in the berry business a number of growers whose soils had become infested with red stele. The new Surecrop, a mid-season variety, is the only other kind with triple red stele resistance. These two, Stelemaster and Surecrop, we look to see much more widely grown.

If you have redstele in your soil and still want to grow big crops of fancy berries it will pay you to remember Stelemaster and Surecrop—both triple threats to red stele and high scorers for your profit account. Price list page 32.

## FAIRLAND

Fairland is one of several fine midseason berries notable for their partial resistance to red stele. Fairland is slightly earlier than Temple and several days ahead of Sparkle in ripening season. Whereas both Sparkle and Temple are rather dark Fairland is light in color. As a shipping berry Fairland is as good as Sparkle but not as good as Temple. It is a heavy producer of berries that are large, fairly good in quality and beautiful in appearance. Their light color makes them appealing to the eye of the buyer. Fairland is not at its best as far south as Maryland. It has given fine results in Ohio, West Virginia, Massachusetts, New York and other northern states. As with Robinson, Fairland, where it is well adapted, will be a profitable berry, chiefly because of productivity, large size and light attractive color. Price list page 32.

## SURECROP

### *Midseason*

Surecrop ripens in midseason, about with Fairland and Temple. The berries average large in size (larger than Stelemaster) and maintain large size throughout the season. Berries have a light bright red color that becomes a rich red but does not turn dark. They are firm with a tough glossy skin and yellow seeds even with the surface. First berries are somewhat irregular, wedge-shaped; later berries are uniform, short, conic. Their flavor is tart and good and they have been rated as satisfactory for frozen pack.

Surecrop is a very vigorous grower, rivalling Pocahontas as the most vigorous of all varieties. In 1955 at Salisbury Surecrop averaged at the rate of 390-24 qt. crates per acre as compared with 385 for Blakemore and 450 for Stelemaster. In 1956, with some reduction of crop by spring frosts, Surecrop yielded 235 crates per acre, Blakemore 220 and Stelemaster 115.

Surecrop has been tested from Pennsylvania and New York to southern Virginia and westward to Ohio.

## TEMPLE

Temple was the first of the good red stele resistant varieties. It was a life-saver to berry growers in sections where the soil had become infested with red stele. Temple itself is not entirely immune to all strains of red stele but has sufficient resistance so that profitable crops of berries can be grown by many growers who had been completely knocked out by this disease.

In addition to resistance to red stele Temple is a very fine variety because of the vigor and productivity of the plants together with firmness, beauty, size and quality of the berries. Temple is not rated a good freezing berry but as a home garden or fresh market shipping berry it has been so good that it has become the leading berry in southern Delaware and the lower lying soils of eastern Maryland. Temple is primarily a berry for the lower middle states where it is very productive and profitable. Frequently, but not always, Temple fails to retain its productivity when grown in the north. Where it is well adapted Temple ranks high among the midseason berries in addition to its value as a red stele resistant kind. Price list page 32.

# CATSKILL

## *King of the Midseason Kinds*

Do you remember the days when yields of from ten to fifteen thousand quarts per acre of Catskill were not unusual? We have grown over eleven thousand quarts per acre here in Maryland. We have seen crops of fifteen thousand quarts per acre in New York state.

For several years prior to the advent of virus free stocks the virus was reducing the vitality and productiveness of Catskill more probably than any other leading variety. However, virus free plants are available now and under the same conditions you can grow as many or more Catskill as you ever did, whether eight, ten, twelve or fourteen thousand quarts per acre. As a result of these amazing stocks, for the last two or three years we have had more enthusiastic testimonials about Catskill than any other variety on our list. Read the letters under Catskill Comments.

The great productiveness of Catskill is the big thing about it. In five years of "on the farm" testing in West Virginia, Catskill yields were 10% more than any other variety, giving an average yield of 52 quarts from 50 plants set for the entire five years. High production is made possible by the tremendous vigor of plant growth. The berries are large, averaging larger perhaps than any heavy yielder on our list except possibly Midland. The berries are bright red in color, darkening slightly on holding. They are moderately firm, somewhat better than either Premier or Sparkle. The berries are easy to cap and are fairly well liked as freezing and processing berries.

The territory for Catskill extends from the higher altitudes of North Carolina and Kentucky north into Canada, also from the Atlantic west beyond the Mississippi River. Like some other varieties, it is better north than in the southern middle states. Catskill berries carry a higher than average percentage of vitamin C. For some reason Catskill berries stand wet weather better than some other varieties which are really firmer. They are easy to pick and cap (hull).

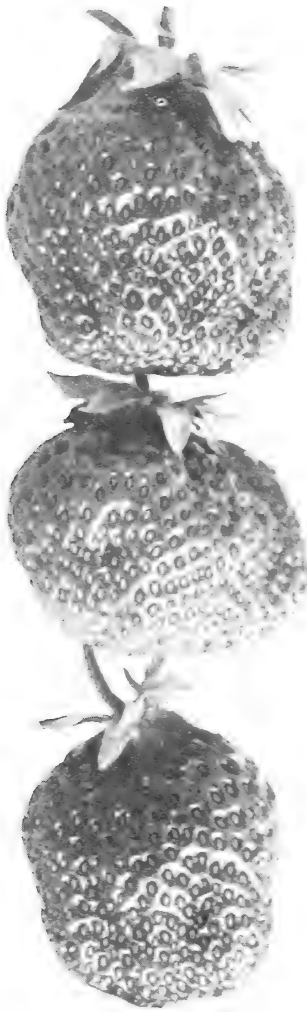
Catskill is 17 years younger than Premier, so its record of frost resistance is not as long; however, the record of successive big crops from Catskill is really amazing. It is a profit maker for the northern and upper middle states. Price list page 32.

## **BIG JOE**

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants. The plants are moderately productive of berries that average quite large in

size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Big Joe is a veteran variety which has many friends who continue to grow it. We again have a nice stock of beautiful plants. Price list page 32.





# CATSKILL COMMENTS

## **Largest and Sweetest**

Warren Co., Ohio. March 7, 1956. "In April, 1954, I received 200 strawberry plants from you—the nicest plants I ever set and I have been raising strawberries for 25 years. I picked 215 quarts from the 200 plants in 1955—the largest and sweetest strawberries I ever picked. Enclosed find money order for 100 more Catskill plants; that is all I have space for or I would get more." H. E. MARSHALL.

## **Catskill preferred in Pennsylvania**

Juniata Co., Pa. March 20, 1956. "I have 400 Catskill plants, bought from you, that have produced 500 quarts of berries for the last two years. People around here all prefer my berries." NEVIN S. ARNOLD.

## **Catskill favorite in Rhode Island**

Washington Co., R. I. Feb. 27, 1956. "I bought 700 plants from you last year and I didn't lose over 6 or 8 of them. They really developed into a beautiful bed, especially the Empire and Catskill. My favorite is the Catskill. Your plants are the largest and strongest I have ever bought. Thanks for such nice strawberry plants." MRS. R. BROWNING.

## **Perfect stand in spite of the drought**

Tompkins Co., N. Y. March 13, 1956. "The 36,000 plants I purchased from you last year consisted of 14,000 Catskill, 6,000 Empire, 5,000 Premier, 3,000 Robinson, 3,000 Sparkle and 5,000 Erie. All did very well, almost a perfect stand in the field in spite of the drought." FRED E. SMITH.

## **Wonder of the Neighborhood**

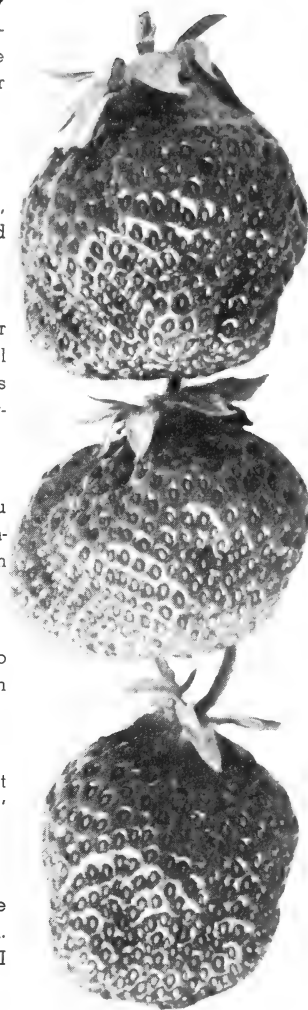
Wood Co., W. Va. Feb. 29, 1956 "I got some of your virus free Catskill two seasons ago and they were the wonder of the neighborhood. They made such a growth." O. MEREDITH.

## **Unbelievable Yield**

Brown Co., Wisc. Jan. 26, 1956. "We fruited your virus free Catskill this past spring (1955) and the yield was unbelievable. We were more than satisfied." SCHULDES' BREEZEWAY GARDEN.

## **Catskill creates Enthusiasm**

Daviess Co., Ind. Aug. 27, 1956. "Last berry season I saw and used some of the Catskill berries raised here by Frank Holt who purchased his plants from you. Those were the best berries both for flavor and size that I have ever seen. I expect to order some of that variety soon." GROVER C. EATON.



## **ERIE** *Another heavy yielder from New York State.*

Erie, Empire and Catskill, in our opinion, make up the three best varieties ever introduced by the New York State Experiment Station. Erie's parentage is Sparkle x Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier, but ripens about eight days later, about with Sparkle. Erie ranks next to the best in every way. For some growers under some conditions it may well prove to be the best and most profitable of all. Growers in northern areas should try Erie which has had a great upsurge in popularity due to its performance in the last three or four years. We have the finest stock of Erie plants in our history. Price list page 32.



"Most vigorous of all—and that's not all."

# POCAHONTAS

*The Most Vigorous Grower we have ever seen.*

A local berry that is running wild! Pocahontas was tested for several years by Dr. M. M. Parker at the Virginia Truck Experiment Station, Norfolk, Va., and his tests provided most of the grounds for its introduction by the U.S.D.A. in 1954. In the last few years Pocahontas' performance has caused it to become highly popular and profitable in many other areas, notably Maryland, Kentucky, Ohio, Kansas and Pennsylvania. Our best yield in 1955 was from Pocahontas. In the Kansas Station Pocahontas yielded 13,788 quarts per acre, with Dixieland second. Pocahontas led all others by a wide margin. In Kentucky in 1955 official tests showed Pocahontas 520.9 crates per acre, second only to Tennessee Beauty. Pocahontas originated from a cross of Tennessee Shipper x Midland. From both it gets unusual firmness. From Tennessee Shipper it gets a light attractive color—from Midland great productiveness.

Dr. Parker and his associates are quite enthusiastic about the possibility of setting Pocahontas in the fall and getting a fairly good crop of berries the following spring. It takes lots of plants and lots of work per acre to follow their system, and good plants are hard to get at that time of the year. But the variety gives a nice crop of berries much earlier than with spring planting.

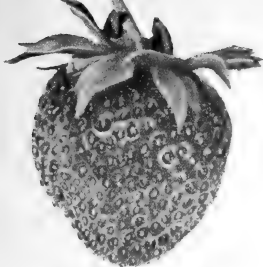
Pocahontas berries average large in size, light in color, fairly tart in flavor and firm enough to be a good shipper. Their light color makes them most attractive in the package. It has been favorably accepted as a processing berry. A panel of experts rated Pocahontas best as a freezing berry at Worcester, Ohio, in 1956.

We predict a brilliant future for Pocahontas in the upper middle states as well as in the lower middle states where it has first been grown and tested. Price list page 32.

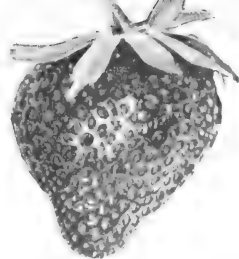
## VERMILION

A new variety recently introduced by the University of Illinois where as a seedling it did well in commercial trials in Edgar County of that state. In addition to being a very productive commercial sort Vermilion showed a high degree of resistance to red stele. Plant growth of Vermilion is quite strong and upstanding. It makes an adequate number of big strong plants rather than great numbers of smaller plants. Vermilion has not been grown widely enough to establish its worth generally but in the central

states of Ohio, Indiana, Illinois and West Virginia Vermilion has shown great productiveness, ranking almost with Premier and Catskill. The berries run medium to large in size, somewhat irregular in shape and they ripen fairly close to the ground, causing some tendency to green sides. Quality is fair to good with well developed berries. The fruit is about as firm as Premier, color about like Temple, getting fairly dark when full ripe. It ripens mid-season to late and seems worth trying in commercial areas, particularly those areas where red stele is a problem. Price list page 32.



# TENNESSEE BEAUTY



## *The Money Maker*

Tennessee Beauty is one of the most beautiful and productive of all varieties as well as being on the average our most profitable kind. Our yield of 12,700 quarts per acre in 1954 still stands as a record for this section.

Although Tennessee Beauty was originated and introduced by the Tennessee Station it is proving to have a fairly wide adaptability. From the first it was one of the most profitable and most productive in Tennessee, Kentucky, Maryland, Virginia and other lower middle states. Having a southern name, tests farther north were not as prompt as they might have been. Recently we have had reports of outstanding results from Tennessee Beauty in New York, Ohio, Michigan, Minnesota, Missouri and West Virginia.

Outstanding yields in Tennessee and Kentucky are the rule. In their 300 crate per acre clubs some years all the records are made with Tennessee Beauty. In all years most of the records are made with this variety.

In 1955 Kentucky virus free yield records showed the following:

Tennessee Beauty .....	608.8 crates per acre
Pocahontas .....	520.9 crates per acre
Catskill .....	467.9 crates per acre
Sparkle .....	466.1 crates per acre
Dixieland .....	431.5 crates per acre

All of these far outyielded Premier and Blakemore in those tests.

All our Tennessee Beauty plants are from virus free sources from which you can confidently expect full fruiting rows of heavy production. The berries are among the most beautiful of all with a large light green cap adding to their beauty. The berries average medium to large in size, where adequate moisture is available—smaller under dry conditions and very thick beds. Tennessee Beauties are excellent shipping berries, firm enough so that if bad weather or shortage of help delays picking for a day or two there need be very little loss of fruit. Tennessee Beauties are among the best for freezing and processing. The berries are excellent in quality—not quite as good as Fairfax but better than Premier, Catskill and Robinson.

In this area if we were limited to one berry to plant for profit it would have to be Tennessee Beauty. Price list page 32.

## TENNESSEE BEAUTY TALK

**Michigan** (Wayne Co.) "Heaviest producer of any berry I have ever seen." O. L. HUNTER.

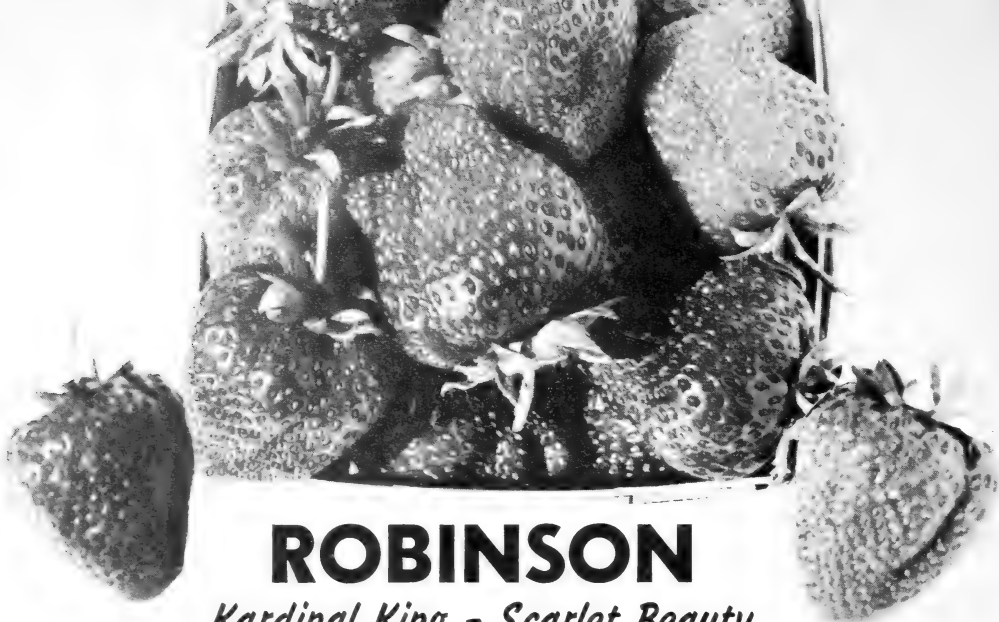
**Minnesota** (Blue Earth Co.) "With moisture, rich soil, spaced plants, it just can't be beat for a long season and heavy yield." MRS. M. A. GRANT.

**Missouri** (St. Louis Co.) "Tennessee Beauty is the perfect freezing berry." VIOLA TACKE.

**Ohio** (Guernsey Co.) "Tennessee Beauty beats them all for late berries. No trouble to sell them. They stand and wait for me to pick." ERNEST E. BASFORD.

**Virginia** (Orange Co.) "The Tennessee Beauty has given me the most beautiful berries I have ever seen." MRS. WM. WOOLFOLK.

**West Virginia** (Cabell Co.) "I know Tennessee Beauty and Catskill yield well in this climate." RAYMOND CHILDRESS.



# ROBINSON

*Kardinal King - Scarlet Beauty*

*Large Size and Bright Color have made for its Growers many a Dollar.*

The increase in Robinson acreage in the northern states during the last few years has been phenomenal. The motivating force behind this trend is the dollar sign. The large size and bright color of Robinson have made it so profitable for so many growers that in some areas Robinson has supplanted most other varieties. Robinson has enthusiastic supporters as far south as Missouri and northern Virginia.

The plant growth of Robinson is nearly always good. It seldom fails to make a good fruiting row even under adverse conditions. The plants individually are small, but they do bear big berries. Robinson has not lost as much of its vigor due to virus infection as many other varieties. However, our stock of Robinson now is entirely from virus free sources so that all the original vigor of Robinson is available for plant growth and fruit production. Another thing that has helped Robinson, we believe, is the fact that like Premier, the foliage has been absolutely healthy. Even on weak plants we have never seen any foliage injury or disease. This healthy foliage has helped.

The weakness of Robinson is that the berries are rather soft and generally considered not very high in quality, although there are many who do not agree with this and feel that Robinson quality is very good. For example, Mr. Nicholson of Washington Co. Indiana, wrote us, "Say, you aim a severe blow at the seat of my affections when you reflect disparagingly on my idol among strawberries—Scarlet Beauty or Robinson. It has a better record with me than any variety I've grown in the last 50 years and I have tried all the leaders."

In this section Robinson has been grown largely as Kardinal King. In dry years it has been quite profitable. In wet years Robinson is so soft that even with close picking there is considerable loss of fruit.

As a processor Robinson has not ranked high, but like Premier it is accepted and used widely in areas where large quantities of Robinson are produced.

The picture on the inside back cover shows what Robinson looks like—large, light and attractive, with many of the larger berries being somewhat ridged.

Again we point out, that the large size and bright color have resulted in top prices for Robinson so that for many, many growers Robinson has been a real money maker. We have the plants that will help you get some of these Robinson dollars. Price list page 32.

## ARMORE *for Productiveness*

Armure is one of the extra good late varieties which should be tried in all areas except extreme north and extreme south. The vigor of Armure plant growth and its great productiveness as well as the large average size of berries merit much wider planting than it has had up to now. In Missouri, Illinois, Indiana, Ohio and Kentucky as well as in states farther east Armure has produced some amazing crops. It is rated high as a freezing berry, also for the fresh market.

The berries are light in color, darkening somewhat on holding. Quality is good and they are firm enough to ship moderate distances, firmer than Premier and Sparkle, not as firm as Blakemore and Tennessee Beauty. The first Armure berries are large, irregular, wedge-shaped; the later ones usually round-conic.

Armure produces plenty of runners for a good fruiting bed. For the territory mentioned we don't see how you could go wrong with Armure as a large, productive late kind. Price list page 32.



"Jerseybelle (7A) Highest market price."

## **JERSEYBELLE**

*A New One from New Jersey*

Jerseybelle has been grown successfully and profitably for several years by New Jersey growers under the name 7A. When listed on produce market quotations 7A was nearly always at the very top. It is a fancy berry, a good shipper and has been very profitable for those lucky enough to have it during the last few years. Jerseybelle was originated at the New Jersey Station and released for introduction this year as Jerseybelle by the New Jersey Small Fruits Council.

Jerseybelle makes a large vigorous plant and produces fewer runner plants than Sparkle, but usually enough to make a satisfactory fruiting row. The fruit is large, bright and shiny. Its ripening season is late. The cap is large and double on the first berries. It remains green throughout the harvest. The berry color is bright red, becoming dark red when fully ripe. The first berries are wedge shaped and conic but not fasciated; late berries are round-conic. They have a waxy-glossy appearance. The quality is good and has been satisfactory as a frozen berry in tests. Jerseybelle is a big, beautiful, firm, good shipping berry that is well liked on the market and brings top prices. A main reason for the top prices is that Jerseybelle usually reaches the consumer with no bad berries. On one occasion at a New Jersey auction a wholesaler purchased some Jerseybelle (then 7A). Five crates got misplaced in his cold storage room. When he discovered them ten days after purchasing, there was not a rotten berry in the lot.

The variety is worth trying in the middle and northern states. Price list page 32.

## **MASSEY**

Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. Massey is at its best in the coastal plain section of North Carolina where it is usually very productive. As far north as Maryland, Massey is still a very fine berry but does not generally retain the heavy productivity that it has in North Carolina. When first introduced it was good enough there to greatly exceed Blakemore in total acreage planted. Now Massey is being largely replaced by Albritton, although some growers use both varieties. Our Massey plants are grown from virus free stocks which return all the original vigor and vitality of the first Massey stock. Well worth trying. Price list page 32.

## **FAIRPEAKE**

*For Quality*

Fairpeake late and Fairfax early are the quality twins. No other leading strawberries are so delicious to eat. For home garden and local market the quality of Fairpeake will make it a winner and in many sections Fairpeake is very well received commercially.

Fairpeake makes a strong, vigorous plant with runner production rather shy, especially under unfavorable conditions. Plants are fairly productive and carry many of the good points of the famous parents, Fairfax and Chesapeake. The beauty and high quality of the berries usually enable the grower to get better prices for Fairpeake than for ordinary kinds. Like Redstar, Fairpeake blooms so late that it usually escapes late frosts. It is grown successfully in most of the Premier territory. Ripening season late. Price list page 32.



# REDSTAR

## *The Best Very Late and the Latest Very Good Strawberry*

How would you like some fancy berries to use or sell ten days after other berries are gone? You can have them with Redstar. The most valuable single attribute of Redstar is its ability to do just that—extend the season for fancy fruit. It is also comforting to know that Redstar blooms so late that it never is killed by late frosts.

The first berries are very large and wedge shaped. Later berries are mostly round-conic. Redstar berries are very fine in quality. They have an attractive bright red color which darkens very little on holding. Where a good bed is made Redstar is extremely productive and the berries average large in size, firm enough for shipping and attractive enough to sell well. Because it is so late Redstar should be grown where ample moisture is available at fruiting time, either from natural moist soil or from irrigation.

Until last year no virus free Redstar plants were available. Stocks had become so weakened that it was almost impossible to get a good fruiting row. Virus free plants are now available and it is easy to get a wonderful fruiting row with big, healthy, beautiful foliage. (See picture.)

Redstar has had another weakness—fasciation. In this several fruiting stems apparently merge forming a broad flat stem and the berries broaden and twist making them very undesirable. Our new virus free stocks show far less of this than the old strains.

If you are a commercial grower you can stretch your season and handle a far greater volume of berries with a given amount of help. If you are a home gardener you can stretch the season and feed your family wonderful desserts many days after other berries have called it a season. This new virus free Redstar stock will not disappoint you.

We have lots of nice plants so please call on us. Price list page 32.

## AMBROSIA

### *For Late Berries and High Prices*

Ambrosia was our best very late berry until the new virus free stocks of Redstar became available. In fact, it is still the only good variety that is anywhere near as late as Redstar.

Ambrosia makes a strong, vigorous growth, somewhat susceptible to leaf spot. It produces heavy crops of large, attractive, light colored berries, resembling Big Joe very much in size and appearance. The quality is only fair unless eaten with sugar. Because of the late ripening season Ambrosia berries usually sell well. Price list page 32.

## HERE'S TO SUPERFECTION!!

**Berries without interruption August to November.**

Shenandoah Co., Va. Jan. 7, 1956. "On May 10, 1955, I received from you 400 Superfection plants, which I planted on the same day. I kept the blooms cut off until the middle of July. I mulched with one inch sawdust and irrigated in dry weather. I started picking strawberries on August 1, 1955, and picked them without interruption in bearing until November 27, 1955. The berries did not freeze until after the temperature dropped below 26 degrees.

The frost did not hurt bloom or berries. Here's to Superfection!" LANDON C. STICKLEY.

**Record Production from Superfection.**

Orange Co., Indiana. Jan. 6, 1956. "In March 1955 I purchased enough Superfection strawberry plants to set out one tenth of an acre. During the summer and fall I picked over thirty crates off this patch. That I think is a record for first year berry production." MELVIN McDONALD.

**Berries until frost.**

Aroostook Co., Maine. March 1, 1956. "I sent to you for Superfection three years ago. They did very well. I had them until frost came; we ate all we wanted and still have some in my freezer." MRS. D. B. CURTIS.

**Tops!**

Lorain Co., Ohio. Jan 10, 1956. "We had 500 of your Gem berry plants last year and they were tops." A. W. HASWELL.

**For**  
**FAMILY GARDEN COLLECTIONS**  
**of**  
**True Blue Varieties**  
**See Page 28**

# SUPERFECTION

## *World's Finest Everbearer*

Superfection holds its place as the best of all the everbearing varieties in performance. Year after year we find it easier to grow, more productive and more attractive in appearance than the other kinds. In quality it is surpassed only by Red Rich.

Scoffed at as of little value by commercial growers for many years, the new sawdust mulch spaced plant system of growing and varieties like Superfection have made everbearers a real asset to your home garden and in favorable locations a profitable money crop.

Superfection berries are light in color and quite attractive in appearance. (See picture on back cover.) They are firm enough to ship moderate distances but mostly they are used at home or sold on local markets. The flavor is quite tart but with sugar added Superfection makes a very fine addition to late summer and fall desserts.

Even though indexed virus free stocks of Superfection will not be available until 1958 our Superfection has made a very fine, vigorous growth. In fact, individual plants indexed from our stock have been found to be virus free. ALLEN'S Superfection plants are vigorous and they will grow for you. We have fine rows of Superfection plants grown for your orders this season. If you are interested in everbearers don't hesitate about varieties. SUPERFECTION IS THE BEST. Price list page 32.

## GEM

### *Equal to the Best*

Each year we become more convinced that completely healthy stocks of Superfection, Gem and Brilliant are identical. Therefore, all the things which we have said about Superfection apply equally to Gem. The probable reason why some stocks of Gem have shown less vigor and productiveness than Superfection is that, being an older variety, these stocks of Gem have picked up more of the virus disease. We have been fortunate in having very healthy stocks of the original Gem plants and they have consistently equalled Superfection in growth and productiveness. This stock has been kept separate and your Gem orders will be filled from the original Gem stock. Gem berries, like Superfection, are light, attractive, rather tart in quality but very good with sugar added, and they give you berries "until the frost is on the pumpkin and the fodder's in the shock." Price list page 32.



## RED RICH

### *Finest Quality Everbearer*

Red Rich produces the largest, strongest, most rugged plant of all the everbearers. The foliage is most beautiful. The large, healthy, dark green leaves make them fully worthy of being used for decorative purposes. Red Rich makes far less plants than Gem and Superfection even under the best of conditions. As a spring cropper we have not found Red Rich of much value. The berries are good, in fact supreme in quality, but the plants are not highly productive and the berries, while they resemble Fairfax, in general are duller, rougher and not at all attractive.

Some reports rate Red Rich as outstanding among all the everbearers in all-around value. Our experience puts it well ahead of all others in delicious dessert quality, but we have not found it to be as productive as Superfection and good strains of Gem. Our stock comes direct from the introducer. Price list page 32.

**"Red Rich Berries—not pretty but good."**



# Commonsense Methods for Growing Good Strawberry Crops

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

**WHEN DO THEY BEAR?** Standard varieties set in March, April or early May 1956 will bear their best crop in May or June 1957. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

## FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort, even if good plants were available, which they usually are not.

Setting the plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far South. Recent work with the Pocahontas variety in the Norfolk, Va. area may provide another exception. (See page 18.)

## WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent

erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. Use of chlorodane (see page 27) makes the use of sod land much safer. With chlorodane we would prefer good sod land to poor cultivated land. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

## HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 to 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary, but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and



only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons. If used, apply poultry manure to field or garden in the Fall for spring planting.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

### WHEN SHOULD PLANTS BE SET? EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

**SHOULD CHEMICAL FERTILIZERS BE USED?** On very fertile garden soils none is needed. On most good soils fertilizer will not prove beneficial if plenty of stable manure of any kind has been applied. On many soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried

blood, etc., are safe to use. Any form of phosphorous is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

---

### PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
ft. apart	18 inches	6,800 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in.	18 "	7,128 "

---

**WHAT ABOUT LIME?** If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

**WHAT CARE DO PLANTS NEED?** They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along

a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown clearly that anyone who cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

**WHAT IS THE BEST METHOD OF SETTING PLANTS?** Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dribble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

**HOW FAR APART SHOULD PLANTS BE SET?** In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See Table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants. With the new virus free stock of vigorous growing varieties somewhat wider setting will usually give a satisfactory fruiting row.

For the small garden order 7 plants for each 10 feet of row you want to set or

figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 30.

There are many variations of the hill system. One of the most practical looking is to use a double hill row with plants 12 inches apart in the row and 30 inches between each double hill row. This plan makes possible economies in cultivation and runner cutting. All hill system plans require extra plants.

**HOEING, CULTIVATING AND TRAINING.** Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms** at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. For exceptions see page 31.

(3) Most of the **training of new runners** is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

**WEED KILLERS.** Crab Herbicide No. 1 is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. To control winter and spring growth of chickweed apply chloro I.P.C. 3 lbs. per acre in 50 gallons of water. For us one application in either November or the first half of December has been effective. We doubt if chemical weed control is practical or necessary on very small plots.

Geese are helpful in controlling crab grass. They do not eat weeds. Use about 4 geese per acre; get goslings or young geese, 5 to 6 weeks old. They eat more and trample less than old geese. The field must be fenced in. Supply shade, water, some extra feeding. Large flocks in one field often trample plants badly. Watch out for dogs.

**IS MULCHING NECESSARY?** Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

**WILL IRRIGATION PAY?** If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

**DO STRAWBERRIES NEED SPRAYING?** When good varieties are selected and clean healthy plants are used, strawberries do not need spraying



TOO SHALLOW JUST RIGHT TOO DEEP

as a rule. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. Red stele can be largely ignored on infected soil by using resistant varieties. Stele-master and Surecrop have triple red stele resistance. Sparkle, Temple, Fairland, Redglove and Vermilion have high resistance to the most common form of red stele. If you use these kinds red stele need not make much of a dent in your berry profits.

Captan sprays or dusts are proving helpful in reducing fruit rot which can be serious any year, especially bad in wet seasons. Captan can be mixed with applications to control Clipper. Captan dusts are now a standard practice with us. Hill system or well spaced plants help to prevent berry rot. The Clipper, sometimes present near wooded areas, can be controlled by two applications (25 to 35 lbs. each) of proper dust mixture. Consult your County Agent or follow manufacturers' directions.

**RENEWING OLD BEDS.** Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. On thickly set beds remove some of the excess plants. Don't be afraid of hurting the beds. We have used a heavily weighted (100 lbs.) drag very effectively. Train new runners to any vacant places. Mostly the second crop of berries is borne on the same plants that produced the first crop.

## HELPFUL HINTS

### Some New—Some Old

1. To control spittle bugs and tarnish plant bugs which cause malformed berries (nubbins) spray thoroughly one time with 50% D.D.T. 2 lbs. per 100 gallons of water as late as possible before plants bloom in spring.
2. How much virus free plants outyield ordinary stock depends on the vigor of the non-virus free plants. At the Ohio Station 68% average increase was obtained on virus free Catskill, Sparkle and Premier. In New Hampshire 83% increase on the same three varieties. In Massachusetts 35% on four leading varieties, and in Nova Scotia on four varieties 310% increase, the amazing increase probably due greatly to lack of plant growth of the ordinary stock.
3. A new spray MH-3 has been used to reduce runner formation and prevent crowded rows. In the test a well-spaced row of plants resulted. We doubt if this is ready yet for commercial use.
4. When sawdust is used as a mulch, the soil will need extra nitrogen. Seven or eight pounds of ammonium sulphate per 100 lbs. of sawdust has been suggested. The Colorado Station states "Sawdust is a good mulch, conserving moisture, suppressing weeds and improving heavy soil with no significant effect on the pH of the soil."
5. Chlorodane will pay. About 10 lbs. per acre of actual chlorodane broadcast with fertilizer (25 lbs. 40% material). Many of the things necessary for growing top notch planting stock (page 3) a berry grower cannot afford to do—the use of chlorodane is one of the things he can and should do. It's fairly cheap—it's very good.

# FAMILY GARDEN COLLECTIONS of

## "True-Blue" Varieties

*Bargains In Gardens - You get the Best and they cost you Less*

If you have a garden you must have a berry bed. Order one of these Collections for the health and pleasure of all your family. By ordering from these pages you save a little money and get the same varieties you would select after hours of study. Transportation by mail postage is included in the prices.

POSTPAID—Order all Collections by name, Collection A, Collection B, etc. Collections postpaid anywhere in the U.S.A. at prices quoted.

## MIDDLE STATES GARDEN COLLECTIONS

Well adapted for heavy production of luscious berries anywhere in the U.S.A. except extreme northern and extreme southern areas.

**MIDLAND**—with virus free plants it rates as great.

**FAIRFAX**—finest quality; the garden berry deluxe!

**CATSKILL**—big crops of big berries; good for freezing.

**TENNESSEE BEAUTY**—wonderful new late berry; excellent for freezing.

Collection A— 100 plants, 25 each of the 4 kinds (postpaid).....	\$ 4.70
Collection B— 200 plants, 50 each of the 4 kinds (postpaid).....	7.50
Collection C— 400 plants, 100 each of the 4 kinds (postpaid).....	13.10
Collection D—1000 plants, 250 each of the 4 kinds (postpaid).....	23.80

## NORTHERN STATES GARDEN COLLECTIONS

Well adapted for heavy production of excellent berries in northern U.S.A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

**PREMIER**—frost proof, sure crop every year.

**EMPIRE**—gaining in favor because of the flavor.

**CATSKILL**—big crops of big berries; good for freezing.

**SPARKLE**—shine like gems; fine quality fresh or frozen.

Collection E— 100 plants, 25 each of the 4 kinds (postpaid).....	\$ 4.55
Collection F— 200 plants, 50 each of the 4 kinds (postpaid).....	7.30
Collection G— 400 plants, 100 each of the 4 kinds (postpaid).....	12.80
Collection H—1000 plants, 250 each of the 4 kinds (postpaid).....	23.15



"Berry beds will brighten the corner where they are."

# NEWEST VARIETY COLLECTIONS

Try these new ones. All have met rigid standards before being released for introduction.

- EARLIDAWN**—earliest of all.
- JERSEYBELLE**—high market prices as New Jersey 7A
- REDGLOW**—outstanding beauty.
- SURECROP**—midseason, red stele resistant.

Collection K— 100 plants, 25 each of the 4 kinds (postpaid).....	\$ 5.30
Collection L— 200 plants, 50 each of the 4 kinds (postpaid).....	8.40
Collection M— 400 plants, 100 each of the 4 kinds (postpaid).....	14.65
Collection N—1000 plants, 250 each of the 4 kinds (postpaid).....	26.60

## EVERBEARING—FOR BERRIES THIS YEAR

We are not offering any everbearing collections this year. Superfection stands so far above all the others that we feel you should spend your entire efforts on this variety if you are interested in everbearers at all.

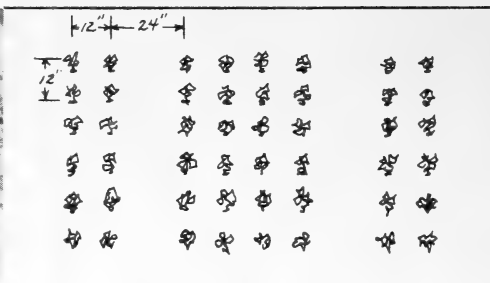
**SUPERFECTION IS THE BEST**—New methods of culture will help you produce more delicious out of season berries, more pleasure, more profit from them.

**EASY FOR BEGINNERS**—You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 32. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 27 of the Berry Book.





The Growing Plants



The Plan

## FOR BEST RESULTS WITH EVERBEARERS USE THE SAWDUST MULCH SPACED PLANT SYSTEM

The Ohio Experiment Station reported 7,000 quarts per acre the first year with Superfection grown under this system. Iowa Station reported yields even larger than Ohio. In Kentucky the Experiment Station reported, with irrigation, 14,000 quarts per acre the first year with Superfection and Gem.

During the last few years many growers in many states have verified the outstanding results obtainable by the sawdust mulch spaced plant system in growing everbearers, first reported a few years ago by the Ohio Station.

A brief summary of the Ohio Station report is given below.

The Ohio Station report states that the latest development in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

The plants should be set just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After

this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All blossoms which develop on the new set plants should be removed until early June or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits.



## "VIRUS-FREE"

Plants referred to as "virus free" in this catalog have been field grown by us from virus-free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils, and Agricultural Engineering, Beltsville, Maryland. Our field-grown stock has been dusted with parathion to control aphids which transmit the virus diseases. It has also been grown at considerable distances from any other strawberry plants. Since viruses do not produce clear-cut symptoms in most strawberry varieties but simply weaken and devitalize the plants, no guarantee can be made that these plants are 100 percent free of viruses. Because of the measures that we have used to protect these plants from virus infection, we believe them to be substantially virus-free.

### INSTRUCTIONS TO PURCHASERS

**Terms.** Cash with order. Remit by money order, bank draft or cash in registered letter. No C.O.D. shipments without part payment.

**Packing.** No extra charge made for packing at prices quoted on page 32.

**Time of Shipment.** We ship plants from November 1st to June 1st. See paragraph on page 25, "When should plants be set?"

**True to Name.** We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

### WHEN TO ORDER HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgement of order and delivery of plants. Be sure to fill in your County on the order sheet.

**Express.**—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of \$1.80 on any size shipment.

**Parcel Post.**—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as an excess will be returned to you. C.O.D. shipments require from 40c to \$1.00 additional postage for that service and often delay delivery. **COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.**

### WEIGHT OF PLANTS

25 plants 1 lb.  
100 plants 4 lbs.  
500 plants 20 lbs.  
1000 plants 40 lbs.

## RESTORED VIGOR

Freedom from virus has added so much to the vitality and growth of strawberry plants that we are moved to suggest something that we have always fought against. If you do not have other strawberry plants to furnish you berries for the table this year, why not leave a cluster or two of blossoms on the strongest of your new plants? This will give you some berries to use this season as well as show you what some of the newer varieties look and taste like. By setting the plants a little closer you should be able to have these berries and still produce a good fruiting bed for the following season if growing conditions are favorable. Do not try this extensively unless you have very good springy soil or some kind of irrigation available.

**Late Shipments.** All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchaser's risk.

**Our Guarantee.** We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insect, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

### RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	23 cents	4 cents
3rd	23 cents	5 cents
4th	24 cents	7 cents
5th	26 cents	9 cents
6th	28 cents	12 cents
7th	30 cents	15 cents
8th	32 cents	18 cents

### ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

# PRICE LIST FOR SPRING — 1957

	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
<b>Early Varieties</b>									
★ ALBRITTON .....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
★ BLAKEMORE .....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	65.00
★ DIXIELAND .....	1.30	2.20	3.50	6.15	7.85	9.45	10.95	17.50	80.00
DORSETT .....	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	85.00
★ EARLIDAWN .....	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	.....
EMPIRE .....	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ FAIRFAX .....	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ FLORIDA 90 .....	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ HOWARD 17 .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
★ KLONDYKE .....	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ KLONMORE .....	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ MIDLAND .....	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ MISSIONARY .....	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
★ PREMIER .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
★ SEN. DUNLAP .....	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
★ STELEMASTER .....	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	90.00
★ TENN. SHIPPER .....	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
<b>Midseason Varieties</b>									
BIG JOE .....	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	85.00
★ CATSKILL .....	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
FAIRLAND .....	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	90.00
★ POCAHONTAS .....	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ REDGLOW .....	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	.....
★ SURECROP .....	1.50	2.50	4.00	7.00	9.00	10.80	12.50	20.00	.....
TEMPLE .....	1.40	2.30	3.70	6.50	8.35	10.00	12.00	18.50	85.00
<b>Late Varieties</b>									
★ ARMORE .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
ERIE .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
FAIRPEAKE .....	1.40	2.35	3.80	6.65	8.55	10.25	11.85	19.00	87.50
JERSEY BELLE .....	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
★ KARDINAL KING.....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
★ MASSEY .....	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
★ ROBINSON .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
★ SPARKLE .....	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
★ TENN. BEAUTY .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
★ VERMILLION .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	75.00
<b>Very Late Varieties</b>									
AMBROSIA .....	1.20	2.00	3.20	5.60	7.20	8.65	10.00	16.00	70.00
★ REDSTAR .....	1.35	2.25	3.60	6.30	8.10	9.70	11.25	18.00	85.00
<b>Everbearing Varieties</b>									
GEM .....	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	130.00
RED RICH .....	5.00	8.50	15.00	27.00	39.00	.....	.....	.....	.....
SUPERFECTION .....	2.25	3.75	6.00	10.50	13.50	16.20	18.75	30.00	130.00

- ★ Our plants of these varieties are grown from virus free stocks  
Premier and Howard 17 available in regular and virus free stocks

## W. F. ALLEN COMPANY SALISBURY, MARYLAND

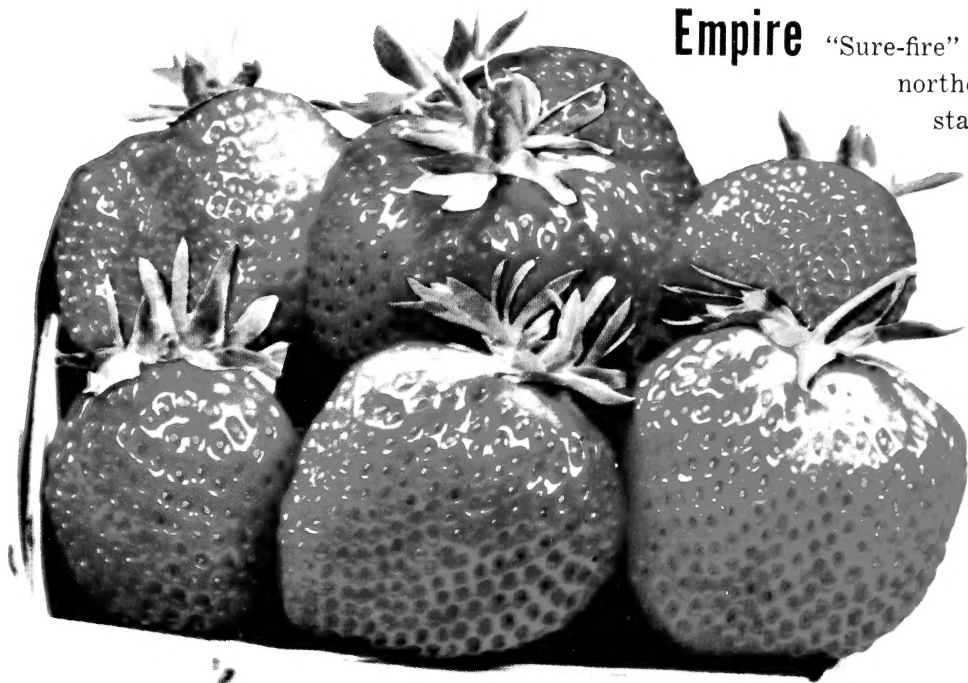
All plants f.o.b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

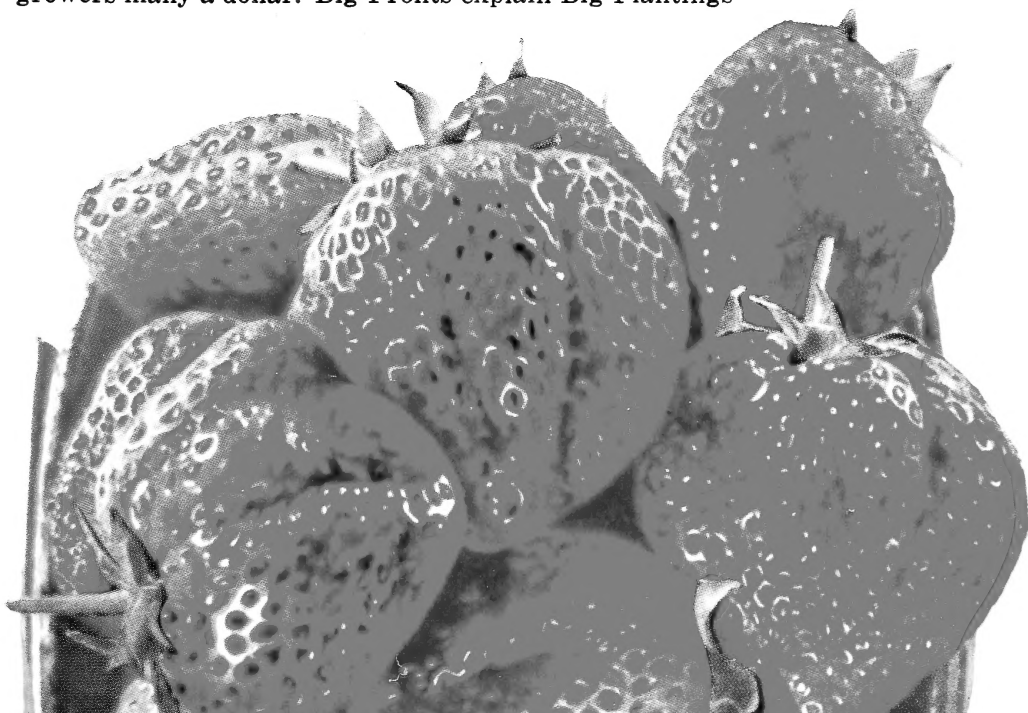
**WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST,**

**SEPTEMBER AND OCTOBER.**

**Empire** "Sure-fire" for  
northern  
states



**Robinson** Large size and bright color have made for  
growers many a dollar. Big Profits explain Big Plantings





**Superfection-**      Worlds Greatest Everbearer!

**W.F.ALLEN Company**

**SALISBURY • MARYLAND**

## **Pocahontas**

An  
Amazing  
New  
Berry!  
Most  
Vigorous  
of all!  
In yields  
outstanding!  
In value  
\$\$\$\$\$!

